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**Corporate Social Responsibility Press Release**

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**10/18/2006: Press Release from Nike, Inc.**

## **Nike Named One of the Country's Best Workplaces for Commuters by the U.S. EPA**

**The Company is Ranked in the Top 20 of Fortune 500 Companies for the Third-Consecutive Year For its Alternative Commuting Program**

([CSRwire](#)) BEAVERTON, Ore.— For the third straight year, Nike Inc. has been recognized by the U.S. Environmental Protection Agency as one of the country's top workplaces for commuters based on the company's innovative efforts to promote alternative ways for employees to get to work, from carpooling, buses and trains, to skateboarding, biking, walking and telecommuting. The U.S. EPA's Best Workplaces for Commuters list ranks Nike 17th out of 133 FORTUNE 500 companies making the list. Nike is also the top-ranked company in the apparel industry.

"Commuting can lead to stressed-out employees and a stressed environment," said EPA Administrator Stephen L. Johnson. "Leading companies like Nike are relieving that commuter strain – improving the quality of life for their employees, and the quality of the environment for their communities."

Through an ongoing program called TRAC (Traveling Responsibly? Accept the Challenge.) Nike offers monthly prizes and incentives to employees at its World Headquarters and surrounding areas in the Portland, Ore. metropolitan area who can get to work by eliminating the use of a gasoline or diesel-powered vehicle.

"We recognize that employees at Nike have a variety of aspirations when they come to work each day. For many, through the TRAC program, they're able to integrate their values of sustainable communities and environmental preservation by getting to work in a way that's outside the norm of single-car commuting," said Hannah Jones, Nike vice president of Corporate Responsibility. "Nike shares these values, and is proud to encourage and support our employees through this program."

TRAC is staffed by a full-time employee transportation coordinator who manages information about the program on the company intranet. The TRAC website offers tips and resources on alternative commuting—everything from public transportation and biking routes, to how to set up a carpool complete with Nike employees or with others in the area. Employees register on the TRAC website each week for the number of alternative

commutes they take the week prior. Prizes, which are done by monthly drawing, are given to an average of 40 employees. Other incentives include annual public transportation passes from TriMet for \$20 and a shuttle system that allows employees to take public transportation and have a ride to campus and from off-site locations to campus.

Since the program began in 1992, it has reduced the company's average drive-alone rate from 98% to 84%. In fiscal year 2006 ended May 31, 2006, based on an average round trip of 17.8 miles, Nike employees saved approximately 719,343 vehicle miles traveled by using alternative commute modes. That's a saving of 35,967 gallons of gas. Nike also saved 40,413 vehicle trips in FY'05.

"Nike continues to be among the leaders in our community in actively promoting and participating in efforts to reduce single-occupancy vehicle trips in the region -- they're truly enhancing our livability," said Fred Hansen, TriMet General Manager. "Nike has embraced an active employee commute options program that features transit along with other transportation alternatives. We're proud to be their partner."

The TRAC program reflects the company's commitment to incorporate environmental responsibility throughout its operations and product life cycle. Nike's commitment to innovation and sustainability can also be seen in the company's buildings at the world headquarters campus, one of which received Oregon's first LEED-EB Gold Rating, and is one of only 13 buildings worldwide to achieve the same standard.

### **About the EPA Best Workplaces for Commuters Program**

The Best Workplaces for Commuters program began in 2001, with Fortune 500 list following in 2004, as a way to recognize employers that are leaders in offering superior commuter benefits, such as subsidized transit or vanpool passes, telework programs, or shuttles, to their employees. This year, 133 companies made the list of Best Workplaces for Commuters from the FORTUNE 500. Nike has made the top 20 every year since the ranking began, and is the only company in the athletic footwear and apparel industry to do so.

To qualify as one of the Best Workplaces for Commuters, employers must provide:

- At least one primary commuter benefit, such as a monthly transit/vanpool pass subsidy or a significant telecommuting program;
- At least three supporting commuter benefits, such as carpool/vanpool incentives, lockers/showers for bikers or walkers, compressed/flexible work schedules, or on-site daycare;
- A central point of contact, who actively informs employees of available commuter benefits; and
- Access to a regional or employer-provided Emergency or Guaranteed Ride Home Program.

For additional information, visit <http://www.bwc.gov>.

## About NIKE, Inc.

NIKE, Inc. based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Wholly owned Nike subsidiaries include Converse Inc., which designs, markets and distributes athletic footwear, apparel and accessories; NIKE Bauer Hockey Inc., a leading designer and distributor of hockey equipment; Cole Haan, a leading designer and marketer of luxury shoes, handbags, accessories and coats; Hurley International LLC, which designs, markets and distributes action sports and youth lifestyle footwear, apparel and accessories and Exeter Brands Group LLC, which designs and markets athletic footwear and apparel for the value retail channel.



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